



Pricing Document for OWL County

18/5/22

Overview

OWL County is the full version of OWL licenced to police forces or councils.

Licence

Cost is based on population size using ONS data. The minimum cost is £4,000 per year.

To calculate the price for your district or county, select the next largest population band that covers your county or district to get the cost per population head. Then multiply the cost per population head by the actual population figure for your county or district.

Population Band	£ per Population	£ Example Cost at band max
50,000	0.08	4,000
100,000	0.06	6,000
150,000	0.05	7,500
200,000	0.047	9,400
250,000	0.045	11,250
500,000	0.044	22,000
1,000,000	0.042	42,000
1,500,000	0.038	57,000
2,000,000	0.032	64,000
2,500,000	0.027	67,500
3,000,000	0.025	75,000

For example, if your population is 1,230,500, use the population band for 1,500,000 which is £0.038 per population head. Then calculate $0.038 \times 1,230,500 = £46,759$.

Alternatively, if you're looking for a low-cost, starter version of OWL please search G-Cloud for "OWL Lite" which can seamlessly be upgraded to other versions of OWL if you outgrow it or need more powerful features. If you're a large metropolitan police force, search G-Cloud for "OWL Metro".

Messaging Costs

Email: Free

SMS: 3.25p each

Telephone/fax: 1p per minute with per-second billing after first minute

Both SMS and phone have no minimum usage and no pre-purchasing of credit requirement

Push notifications: Free (requires mobile app)

RSS: Free (*Can be used by 3rd party services for posting to social media networks*)

There is no limit to the number of registrations/contacts stored on OWL.

Mobile App

Alerts can be sent immediately as push notifications to the public using our mobile app which is included at no extra cost if your licence covers a population of at least 200,000.

There is no additional cost for sending push notifications, no matter how many millions.

The app is free for the public to use who will benefit from alerts sent as push notifications based on their location, among other features.

Support Helpdesk

Email & phone support: Included for 2 named contacts per district (or borough).

Administrator Accounts

The term “administrator” includes police, fire & council staff who need an account to administrate or send messages. There is no limit to the number of administrator accounts. A top-level administrator within your organisation will be given the ability to create new administrator accounts.

Training for Administrators

Online Training: Included as a Teams/Zoom group session. 2 sessions per district/borough. No limit on the number of attendees.

On-site Training: 1 session available as an alternative.

Repeat On-site Training: £400, plus reasonable travel / accommodation costs if required.

User guide: Included

Contacts in Database

Unlimited.

On-Boarding

No additional cost for importing supplied data. We have experience in doing this in a GDPR compliant way. Success of import is subject to the quality of data supplied.

Volunteer Management Roles

Included. Public volunteers such as community leaders or watch coordinators can be granted access to manage their own group or watch and send their group messages. This allows them to securely log in from their own computer or mobile device and add, update or remove contacts from within their own group/watch.

Schemes

All possible schemes (types of watches and groups) are included in OWL County. Currently we support 88 different types of scheme such as Neighbourhood Watch, Community Messaging, School Watch, pub, farm, business, shop, CCTV, drugs, residents' assoc, forecourt, bank, post office, etc). This is not to be confused with the unlimited number of watches/groups you can set up on the system.

Included Extras

The following features are included:

- Emergency out-of-hours support for nominated contacts.
- OWL Live Chat for online meetings with local communities
- Policing Priority Surveys to help set local priorities
- Custom Surveys (We design, collate and create a final report. Max of 3 per year.)

Contacting Us

Enquiries: gcloud@directpath.co.uk
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All prices are subject to VAT